

AMENDMENTS TO CLAIMS

Listing Of Claims

This listing of claims will replace all prior versions, and listings, of claims in this application:

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Claim 1 (Currently Amended):

A method comprising:

*(# ad spot x \$ per spot)*  
*→*  
e-a) determining a revenue pool comprised of an agreed upon amount to be paid by a plurality of advertisers, sponsors and other revenue sources prior to receiving or considering client impressions related to content;

*D'*  
a-b) transmitting a functional host with client control features *over an electronic network* to a client requesting content data;

*over the electronic network*  
b-c) transmitting at least one content page from at least one content provider, along with the functional host, to the client;

d) receiving client impressions related to the at least one content page through the functional host; and

e) calculating content provider revenue that is comprised of the revenue pool divided by the total number of client impressions counted on the at least one content page from at least one content provider, wherein the revenue pool is not dependent on client impressions.

Claim 2 (Original): The method of claim 1, wherein the client control features include functions to print content.

Claim 3 (Original): The method of claim 1, wherein the client control features include functions to save content.

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Claim 4 (Original): The method of claim 1, wherein the client control features include functions to remotely transmit content.

Claim 5 (Original): The method of claim 1, wherein the client control features include functions to search content.

Claim 6 (Currently Amended): The method of claim 1, wherein the client control features include functions to print, save, search, ~~and/or~~ transmit content, and/or other similar client activities. \*

Claim 7 (Currently Amended): The method of claim 1, wherein the counting of an impression occurs each time the client is delivered at least one content page from at least one content provider, and other similar client activities.

Claim 8 (Currently Amended): The method of claim 1, wherein the counting of an impression occurs each time the client prints at least one content page from at least one content provider, and other similar client activities.

Claim 9 (Currently Amended): The method of claim 1, wherein the counting of an impression occurs each time the client saves at least one content page from at least one content provider, and other similar client activities.

Claim 10 (Currently Amended): The method of claim 1, wherein the counting of an impression occurs each time the client remotely transmits at least one content page from at least one content provider, and other similar client activities.

Claim 11 (Original): The method of claim 1, wherein the host is always visible to the client when active.

Claim 12 (Original): The method of claim 1, wherein the associating of advertising content is dependent upon a client profile, preferences, content page and content location.

= antecedent basis:  
(no such step in claim 1)

Claim 13 (Original): The method of claim 1, wherein the associating of advertising content is dependent on the content being accessed by the client.

= ant. basis

Claim 14 (Original): The method of claim 1, wherein the associating of advertising content is dependant upon the at least one content page from at least one content provider delivered to the client. *- ant. pos. 13*

Claim 15 (Original): The method of claim 1, wherein revenue pool comprises the total number of advertisement spots, multiplied by the price per advertisement.

Claim 16-29 (Canceled)

Claim 30 (Currently Amended): A method comprising:

- not supported*
- b a) determining a revenue pool comprised of an agreed upon amount to be paid by a plurality of advertisers, sponsors and other revenue sources prior to receiving or considering client impressions related to content; ~~and~~
- a b) transmitting content from a plurality of content providers to a client;
- c) receiving client impressions of the content distributed by the plurality of content providers; and
- d) distributing revenue from the revenue pool, wherein each content provider's share would be equal to the revenue pool divided by the total number of impressions received for all content providers and then multiplied by the total number of impressions received by each content provider, and the revenue pool is not dependent on client impressions.

Claim 31 (Currently Amended): The method of claim 30, wherein ~~distributing~~  
calculating revenue ~~from~~ for the revenue pool is accomplished by multiplying the number of  
advertising spots by the price per advertisement.

Claim 32 (Currently Amended): The method of claim 30, wherein the counting of  
client impressions include actions where the client is delivered a content page from a content  
provider, and other similar client activities.

Claim 33 (Currently Amended): The method of claim 30, wherein the counting of  
client impressions include actions where the client prints a content page from a content  
provider, and other similar client activities.

Claim 34 (Currently Amended): The method of claim 30, wherein the counting of  
client impressions include actions where the client saves a content page from a content  
provider, and other similar client activities.

Claim 35 (Currently Amended): The method of claim 30, wherein the counting of  
client impressions include actions where the client transmits a content page from a content  
provider, and other similar client activities.

Claim 36 (Currently Amended): The method of claim 30, wherein the counting of client impressions include actions where the client initiates a search from content page from a content provider, and other similar client activities.

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Claim 37 (Currently Amended): The method of claim 30, wherein the counting of client impressions include actions where the client: (1) is delivered a content page from a content provider, (2) prints a content page from a content provider, (3) saves a content page from a content provider, ~~and~~ (4) transmits a content page from a content provider, and (5) other similar client activities.

Claim 38 (Currently Amended): A system for providing advertiser-sponsored content in a global content center comprising:

- a) means for determining a revenue pool comprised of an agreed upon amount to be paid from a plurality of advertisers, sponsors and other revenue sources prior to receiving or considering client impressions related to content;
- b) means for associating advertisements with a client profile, preference, content page and content location in the global content center;
- c) means for serving associated advertisements to a client host;
- d) means for counting client impressions of content on the global content center; and

e) means for distributing revenue from the revenue pool to content providers depending on the number of client impressions counted for each content provider, wherein the revenue pool is not dependent on client impressions.

Claim 39 (Currently Amended): The system of claim 38, wherein an impression is counted when a client: (1) is delivered a content page; (2) prints a content page; (3) saves a content page; ~~and~~ (4) transmits a content page; and (5) other similar client activities.

Claim 40-43 (Cancelled)

Claim 44 (Currently Amended): Computer executable software code stored on a computer readable medium, comprising:

a) code to determine an advertiser-generated revenue pool comprised of an agreed upon amount to be paid by a plurality of advertisers, sponsors and other revenue sources prior to receiving or considering client impressions related to content;

b) code to determine the number of client impressions on a content provider's content;

c) code to access the advertiser-generated revenue pool; and

d) code to determine a value of compensation for the content provider by processing client impressions in relation to the advertiser-generated revenue pool, wherein the advertiser-generated revenue pool is not dependent on client impressions.

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Reply to non-final Office Action mailed December 3, 2003

Claim 45 (Original): Computer executable software code stored on a computer readable medium as in claim 44, wherein further code is added to determine value of designated client activity in the content provider's content.

Claim 46 (Currently Amended): Computer executable software code stored on a computer readable medium, comprising:

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e a) code to determine an advertiser-generated revenue pool comprised of an agreed upon amount to be paid by a plurality of advertisers, sponsors and other revenue sources prior to receiving or considering client impressions related to content;

a b) code to associate advertisements with a functional host, content page, ~~or~~ and to a known content provider topic;

~~b~~ c) code to serve an associated advertisement;

d) code to determine the number client impressions on a content provider's content;  
and

e) code to determine a value of compensation for the content provider by processing client impressions in relation to the advertiser-generated revenue pool, wherein the advertiser-generated revenue pool is not dependent on client impressions.

Claim 47-63 (Canceled)



Claim 64 (Currently Amended): A system comprising:

- a) a memory loaded with a web page;
- b) a revenue pool comprised of an agreed upon amount to be paid by a plurality of advertisers, sponsors and other revenue sources determined prior to receiving or considering client impression related to content;
- c) a functional sponsor host, loaded in the web page and transmitted to a client; and
- d) an advertising wheel, disposed in communication with the functional sponsor host, wherein client impressions are transmitted from the functional sponsor host in relation to the web page, the client's impressions being used to determine content provider revenue from the revenue pool, wherein the revenue pool is not dependent on the client impressions.

Claim 65 (Currently Amended): The system of claim 64, wherein client impressions are transmitted each time the client: (1) views the web page; (2) prints the web page; (3) saves the web page; (4) initiates a search from the web page; ~~and~~ (5) transmits the web page; and (6) other similar client activities.

Claim 66 (Original): The system of claim 64, wherein the advertising wheel contains a secondary source of advertisements.

Claim 67 (Original): The system of claim 66, wherein the secondary source of advertisement is a secondary advertising wheel.

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Claim 68 (Original): The system of claim 66, wherein the secondary source is a locality of the sponsor.

Claim 69 (Original): The system of claim 66, wherein the secondary source is a running special on the sponsor's product(s) or service(s).

Claim 70 (Original): The system of claim 66, wherein the secondary source is a price category of a sponsor's product(s) or service(s).

Claim 71 (Original): The system of claim 66, wherein the secondary source is newly released product(s) or service(s) by the sponsor.

Claim 72 (Original): The system of claim 66, wherein the secondary source is a sponsored community or charity event.

Claim 73 (Original): The system of claim 66, wherein the secondary source is financially-related news on the sponsor.

Claim 74-84 (Canceled)

Claim 85 (Currently Amended): A method comprising:

- e a) determining a revenue pool formed ~~by~~ from agreed upon contributions from a plurality of advertisers, sponsors and other revenue sources prior to receiving or considering client impressions related to content;
- a b) transmitting a functional host to a client;
- b c) transmitting at least one content page from at least one content provider, along with the functional host, to the client; and
- d) receiving client impressions related to the at least one content page through the functional host to determine content provider revenue based on the revenue pool, wherein the revenue pool is not dependent on client impressions.

Claim 86 (Currently Amended): The method of claim 85, wherein the total number of client impressions received by each content provider are divided by the total number of client impression received by all content providers and then multiplied by the amount of the ~~into a~~ revenue pool to establish periodic revenue for each [[a]] content provider ~~revenue~~.

Claim 87 (Original): The method of claim 85, wherein transmitting the functional host further includes means to print content. ?

Claim 88 (Original): The method of claim 85, wherein transmitting the functional host further includes means to save content. ?

Claim 89 (Original): The method of claim 85, wherein transmitting the functional host further includes means to transmit content. ?

Claim 90 (Original): The method of claim 85, wherein transmitting the functional host further includes means to initiate a search from the content. ?

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Claim 91 (Currently Amended): The method of claim 85, wherein transmitting the functional host further includes means to print, save, transmit, [[or]] initiate a search from the content; or other similar client activities. ?

Claim 92 (Currently Amended): A method comprising:

a) determining an (agreed upon revenue to be paid) by a plurality of advertisers, sponsors and other revenue sources prior to considering client impressions related to content;

a b) determining a revenue pool comprised of based on the agreed upon revenue, the revenue pool being determined prior a plurality of advertisers, sponsors and other revenue sources prior to receiving or considering client impressions related to content;

b c) transmitting a functional host with client control features to a client requesting content data;

e d) transmitting at least one content page from at least one content provider, along with the functional host, to the client;

d e) receiving client impressions related to the at least one content page through the functional host; and

e f) calculating content provider revenue that is comprised of the revenue pool divided by the total number of client impressions counted on the at least one content page from at least one content provider.

Claim 93 (Currently Amended): A method comprising:

a) determining an agreed upon revenue to be paid by a plurality of advertisers, sponsors and other revenue sources prior to considering client impressions related to content;

a b) determining the revenue pool based on ~~comprised of the agreed upon revenue, the revenue pool being determined a plurality of advertisers, sponsors and other revenue sources~~ prior to receiving or considering client impressions related to content;

b c) transmitting content from a plurality of content providers to a client;

e d) receiving client impressions of the content distributed by the plurality of content providers; and

d e) distributing revenue from the revenue pool, each content provider's share being equal to the revenue pool ~~divided~~ multiplied by the sum of the total number of impressions received for each content provider divided by the total number of impressions received for all content providers.

Claim 94 (Currently Amended): A system for providing advertiser-sponsored content in a global content center comprising:

a) means for determining a revenue pool comprised of an agreed upon amount to be paid by ~~from~~ a plurality of advertisers, sponsors and other revenue sources prior to receiving or considering client impressions related to content;

b) means for associating advertisements with a client profile, preference, content page and content location in the global content center;

c) means for serving associated advertisements to a client host;

d) means for counting client impressions of content on the global content center; and

e) means for distributing revenue from the revenue pool to content providers

depending on the number of client impressions counted for each content provider, wherein the revenue pool is not dependent on client impressions.

Claim 95 (Currently Amended): Computer executable software code stored on a computer readable medium, comprising:

a) code to determine an advertiser-generated revenue pool comprised of an agreed upon amount to be paid by a plurality of advertisers, sponsors or revenue sources prior to receiving or considering client impressions related to content;

b) code to determine the number client impressions received on a content provider's content; ~~and~~

c) code to access the advertiser-generated revenue pool of a plurality of advertisers, sponsors and revenue sources; and

d) code to determine a value of compensation for the content provider by processing client impressions in relation to the advertiser-generated revenue pool, wherein the revenue pool is not dependent on client impressions.

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Claim 96 (Currently Amended): Computer executable software code stored on a computer readable medium, comprising:

a) code to determine an advertiser-generated revenue pool comprised of an agreed upon amount to be paid by a plurality of advertisers, sponsors and other revenue sources prior to receiving or considering client impressions related to content;

b) code to associate advertisements with a functional host, content page, and to a known content provider topic;

c) code to serve an associated advertisement; ~~and~~

d) code to determine the number client impressions received on a content provider's content, and

e) code to determine a value of compensation for the content provider by processing client impressions in relation to an advertiser-generated revenue pool, wherein the revenue pool is not dependent on client impressions.

Claim 97 (Currently Amended): A system comprising:

a) a means for determining a revenue pool comprised of an agreed upon amount to be paid by ~~from~~ a plurality of advertisers, sponsors and other revenue sources prior to receiving or considering client impressions related to content;

b) a memory loaded with a web page;

c) a functional sponsor host, loaded in the web page; and

d) an advertising wheel, disposed in communication with the functional sponsor host that determines and transmits a plurality of client impressions from the functional sponsor host in relation to the web page to determine content provider revenue from the revenue pool, wherein the revenue pool is not dependent on the client impressions.

Claim 98 (Currently Amended): A method comprising:

a) determining a revenue pool formed from an agreed upon amount to be paid by contributions from a plurality of advertisers, sponsors and other revenue sources prior to receiving or considering client impressions related to content;

b) transmitting a functional host to a client;

c) transmitting at least one content page from at least one content provider, along with the functional host, to the client; and

d) receiving client impressions related to the at least one content page through the functional host to determine content provider revenue based on the revenue pool, wherein the revenue pool is not dependent on client impressions.



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99. (New): The method of claim 1, further comprising determining the value of designated client activity in the content provider's content.

100. (New): The method of claim 30, further comprising determining the value of designated client activity in the content provider's content.

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